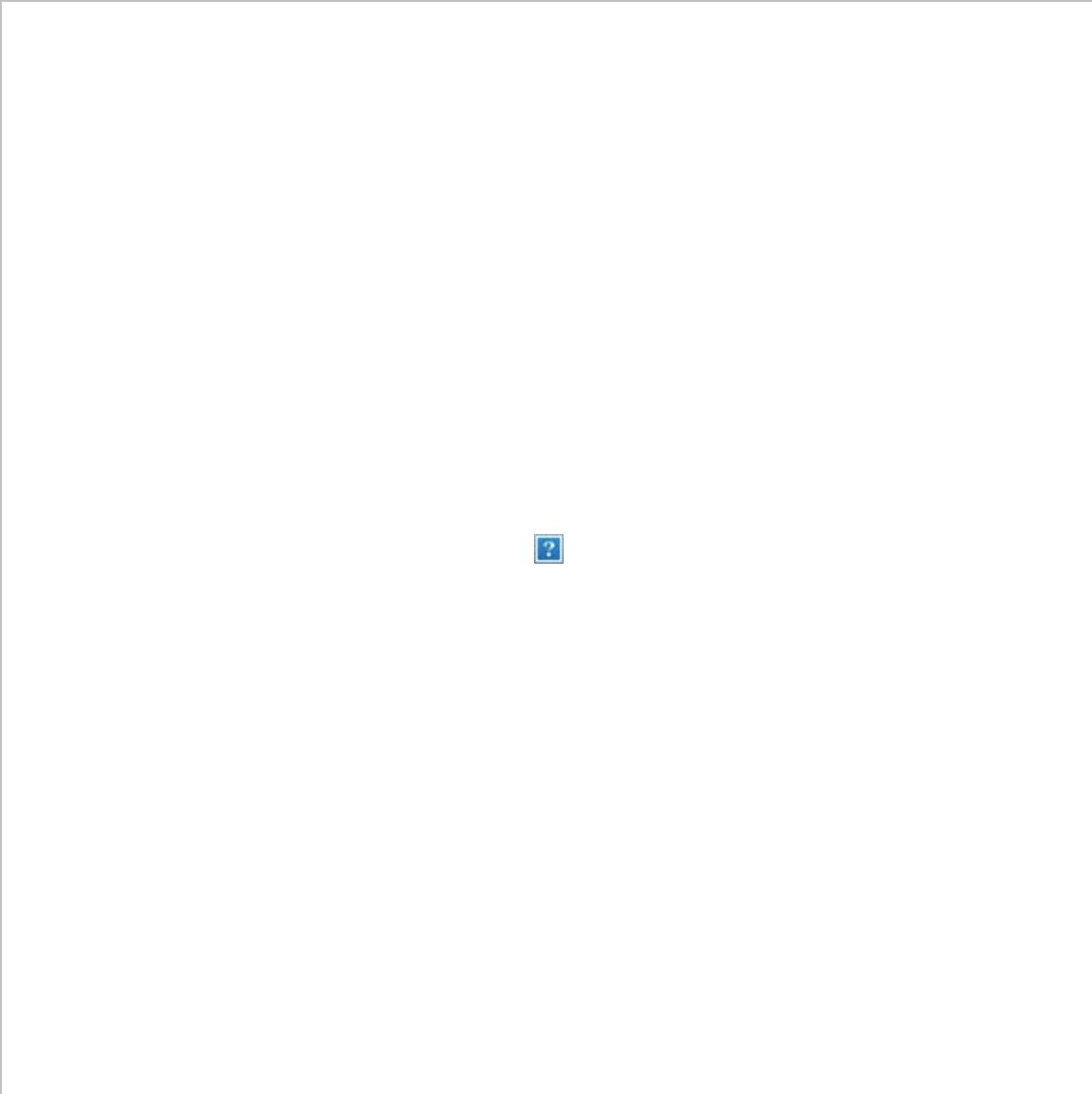


From: [Mobility Lab](#)
To: Kent Smith
Subject: Mobility Lab Express #65 - July 1, 2015
Date: Wednesday, July 01, 2015 5:06:58 AM



July 1, 2015 - Issue #65 

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Dear Kent,

This issue of *Mobility Lab Express* arrives in your inbox with a new look. By making the news we bring you here more mobile friendly (since research tells us 65 percent of you are reading this on a smart phone), we hope you'll be intrigued enough to click on links and join the longer conversations at our website and in social media. Please let us know how you like the new *Mobility Lab Express*.



MOBILITY LAB'S TOP TRENDING STORIES

#1: Slow Down! And Four Other Ways to Make People Love Cyclists



A Vancouver filmmaking couple advocates for better bike infrastructure. But they say it's crucial for cyclists to also do their part - not just advocating for better policies, but thinking about the role they play in the public perception of cyclists. By slowing down and giving thought to a handful of other ideas detailed, they say we can improve the landscape for all cyclists. [Learn More.](#)

#2: Living in the Heart of D.C. May Actually Be Cheaper Than Living in the Outer Suburbs



With car payments and car costs at their highest levels ever, living in the city may just be more affordable than the 'burbs. But that's only if people consider the cost of transportation when deciding where to live, and opt to give life a try without the habit of car ownership. [Learn More.](#)

#3: Businesses Moving to Where the Public Transportation Is: Downtown





After years of locating in car-dependent suburban office parks, large numbers of companies, including Panasonic, are changing their minds. [Learn More](#).

#4: New App Connects Coworkers to Ride Together

It hasn't always been easy to find people to carpool with, but a new app called Ride aims to change all that. [Learn More.](#)

TDM SUPERSTARS OF THE WEEK



Isabel Dedring, London Deputy Mayor for Transport

"London has an ambitious 20-year pipeline of transport projects. By putting engagement at the heart of policy, we believe we will deliver better projects, tighter budgets, and clearer benefits. Engagement is emphatically not a fringe issue. Across the world, failure to consult [the public] before digging has delayed or undermined projects that businesses and governments have set their hearts on building." [Learn More.](#)

OPower

The global energy-software company works with Arlington (Va.) Transportation Partners to ensure amenities for its 325 headquarter employees. And OPower won a Commuter Connections award this week for providing employees with a \$100 monthly transit subsidy on top of federal benefits, laptops for teleworking, and bike storage, showers, and towels.

[Learn More.](#)



UPCOMING EVENT



We're having our first Transportation Techies meetup in Baltimore, as part of the Association for Commuter Transportation international conference. It's Monday, July 27 from 6 to 9 p.m.

[Sign up here.](#)

MOBILITY LAB IN THE NEWS

Greater Greater Washington

[Why Positive Storytelling Matters to Transportation](#)



ARLnow - [Website Helps Commuters Go Car Free](#)

Planetizen - [Lack of Data Still Impedes Multi-Modal Trip Navigation](#)



TDM TIP OF THE WEEK

"As transit improves, and especially as other options become more expensive, decisions will continue to change, person by person, family by family, and ridership will grow as a result. At some point in that process, journalists will stop talking about a stigma. But the solution to the 'stigma' or 'class' problem, all along, was to refuse to define it that way." - Jarrett Walker, public-transit policy consultant, in [CityLab](#)

[VISIT OUR WEBSITE](#)



Feedback? Contact: MOBILITY LAB

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"Traffic jams occur when demand for our infrastructure exceeds supply. Transportation demand management (TDM) offers fiscally responsible programs that promote better use of our existing infrastructure." - Lois DeMeester, CEO of Mobility Lab and DS&MG

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